

Fig. 1

200
Modular Server
Application
deployed to a
Distributor's
server

SMTP/HTTP

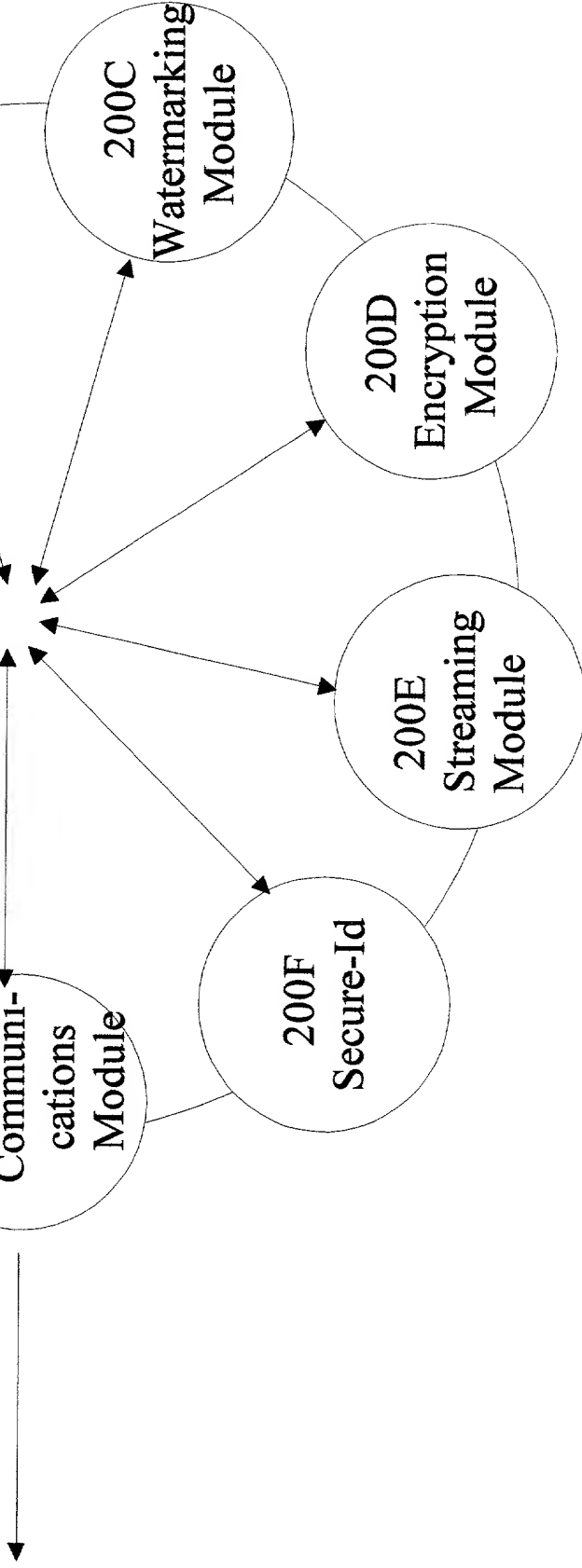


Fig. 2

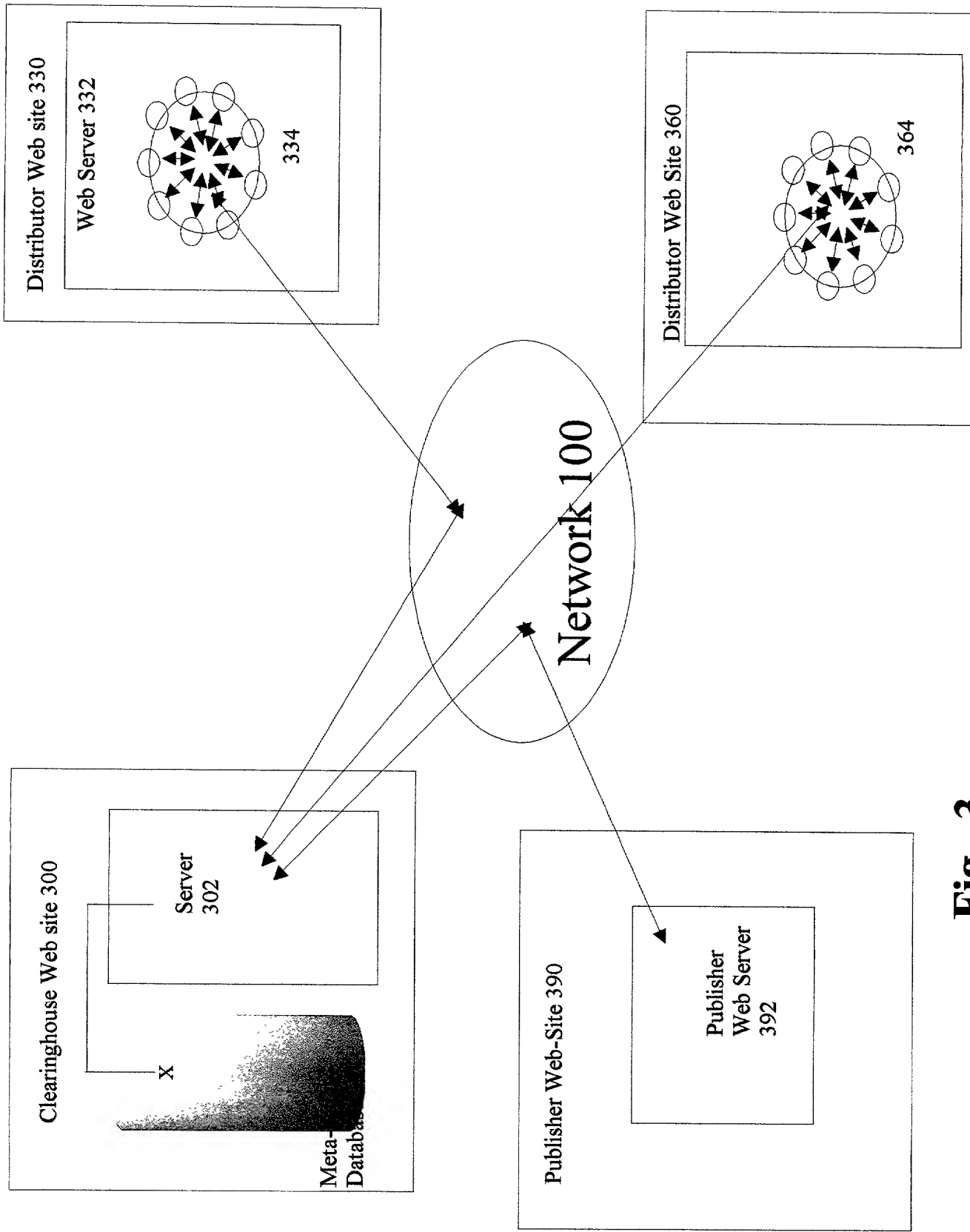


Fig. 3

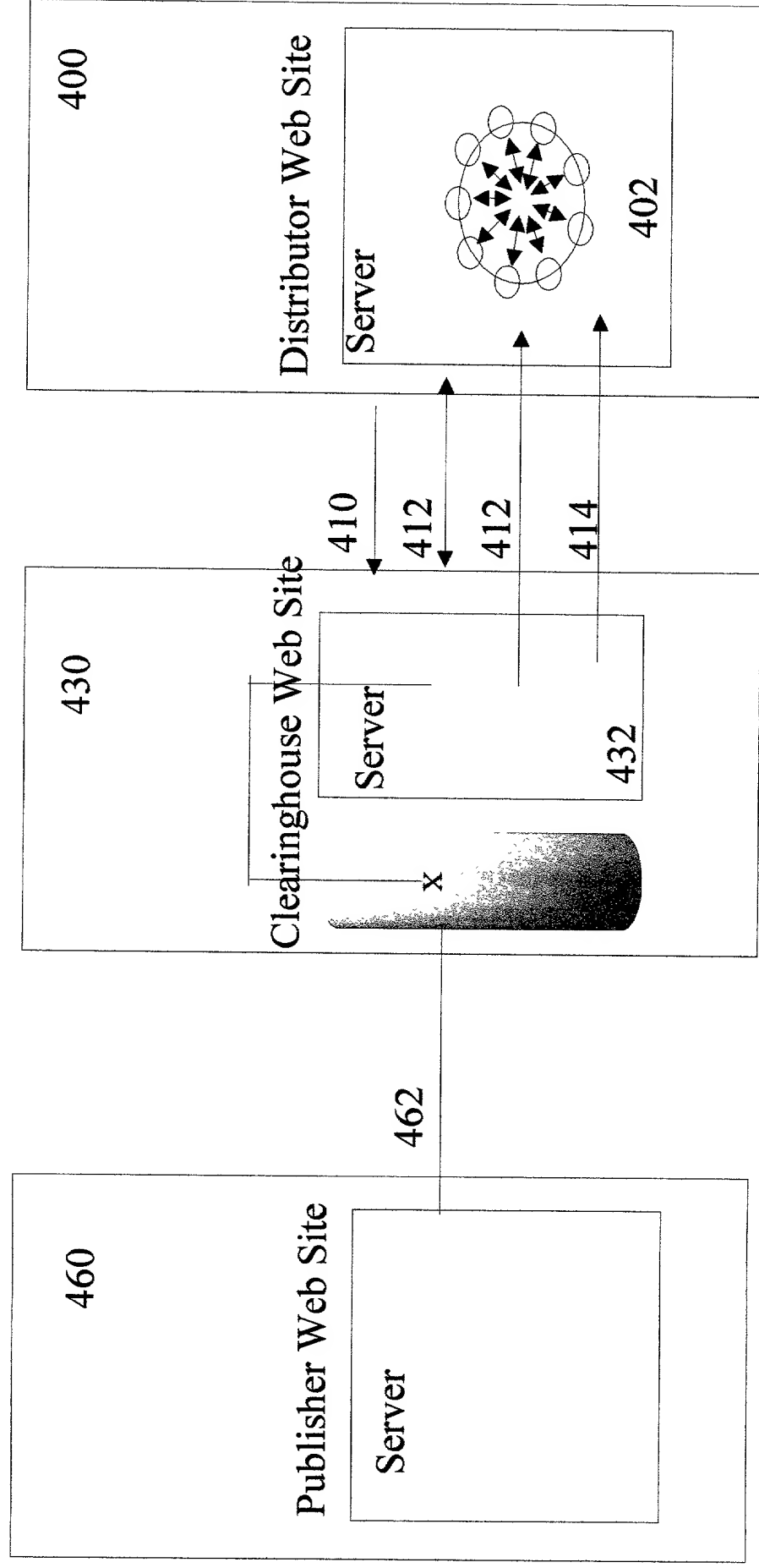


Fig. 4

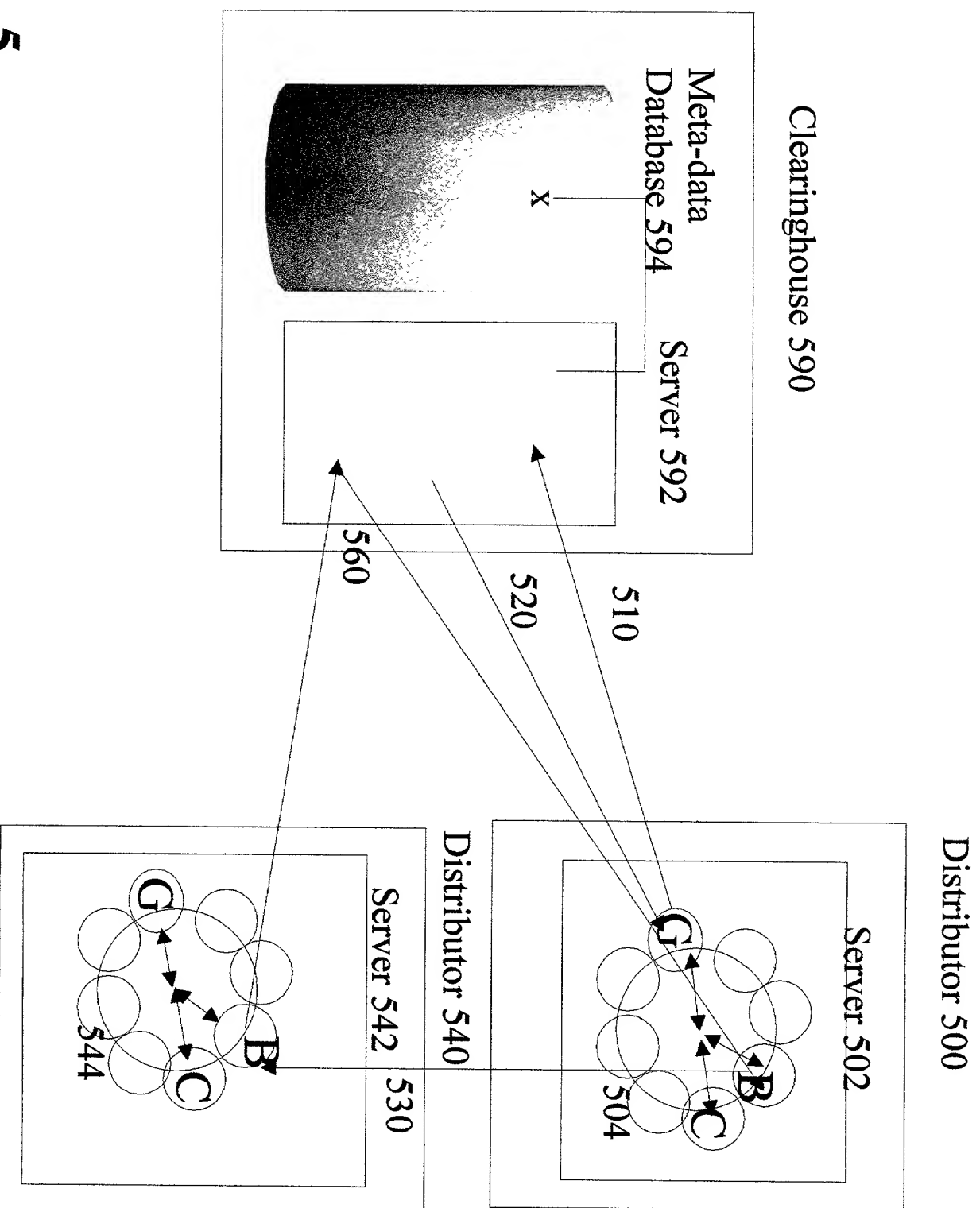


Fig. 5

Clearinghouse Web Site 640

Distributor Web Site 610

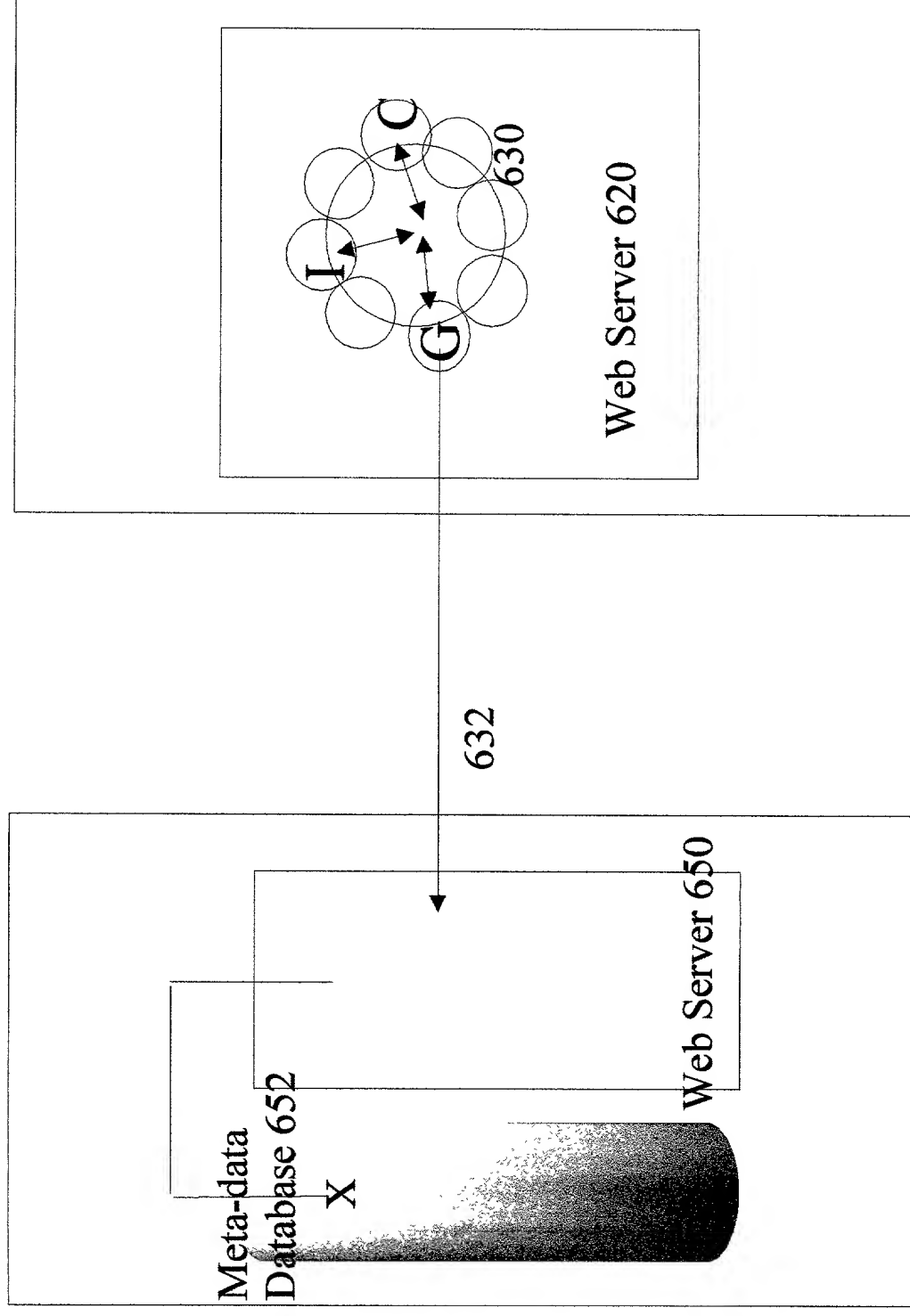


Fig. 6

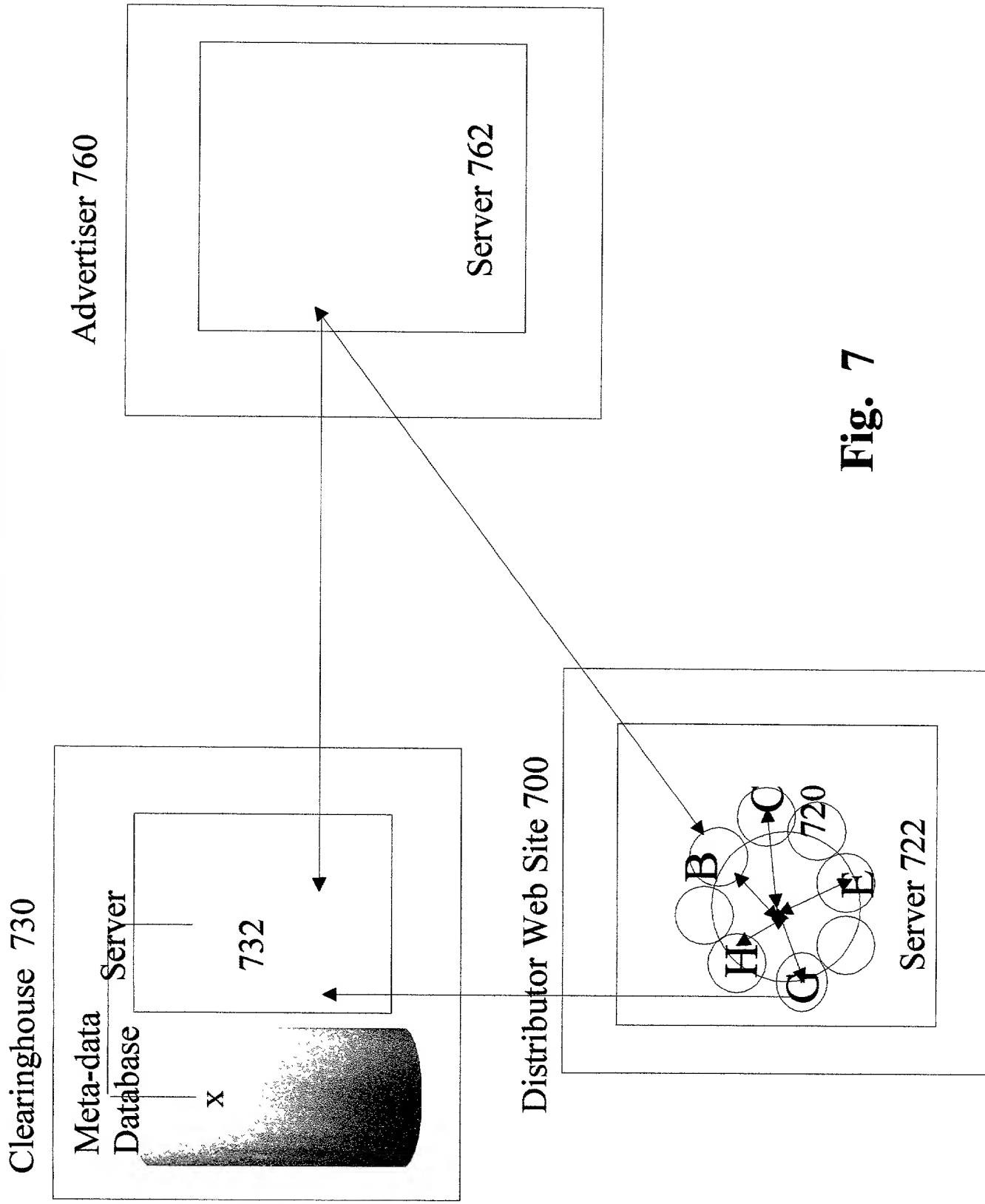


Fig. 7

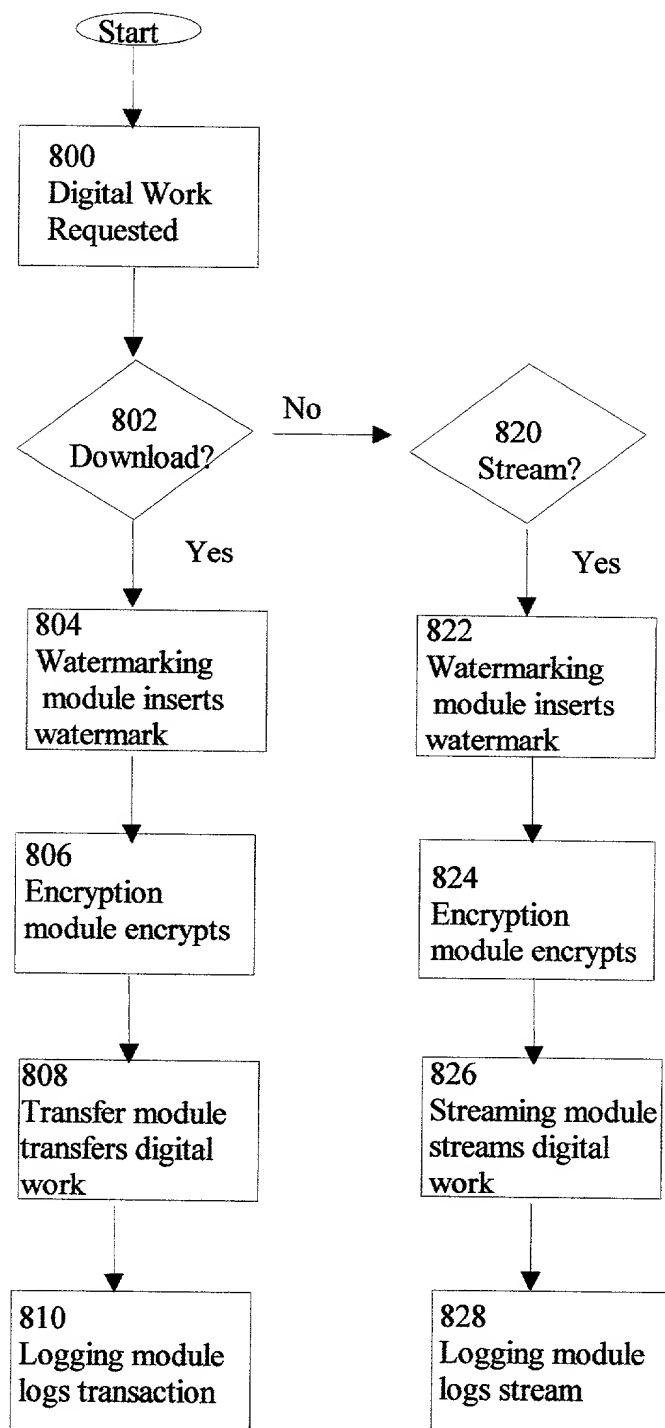


Fig. 8

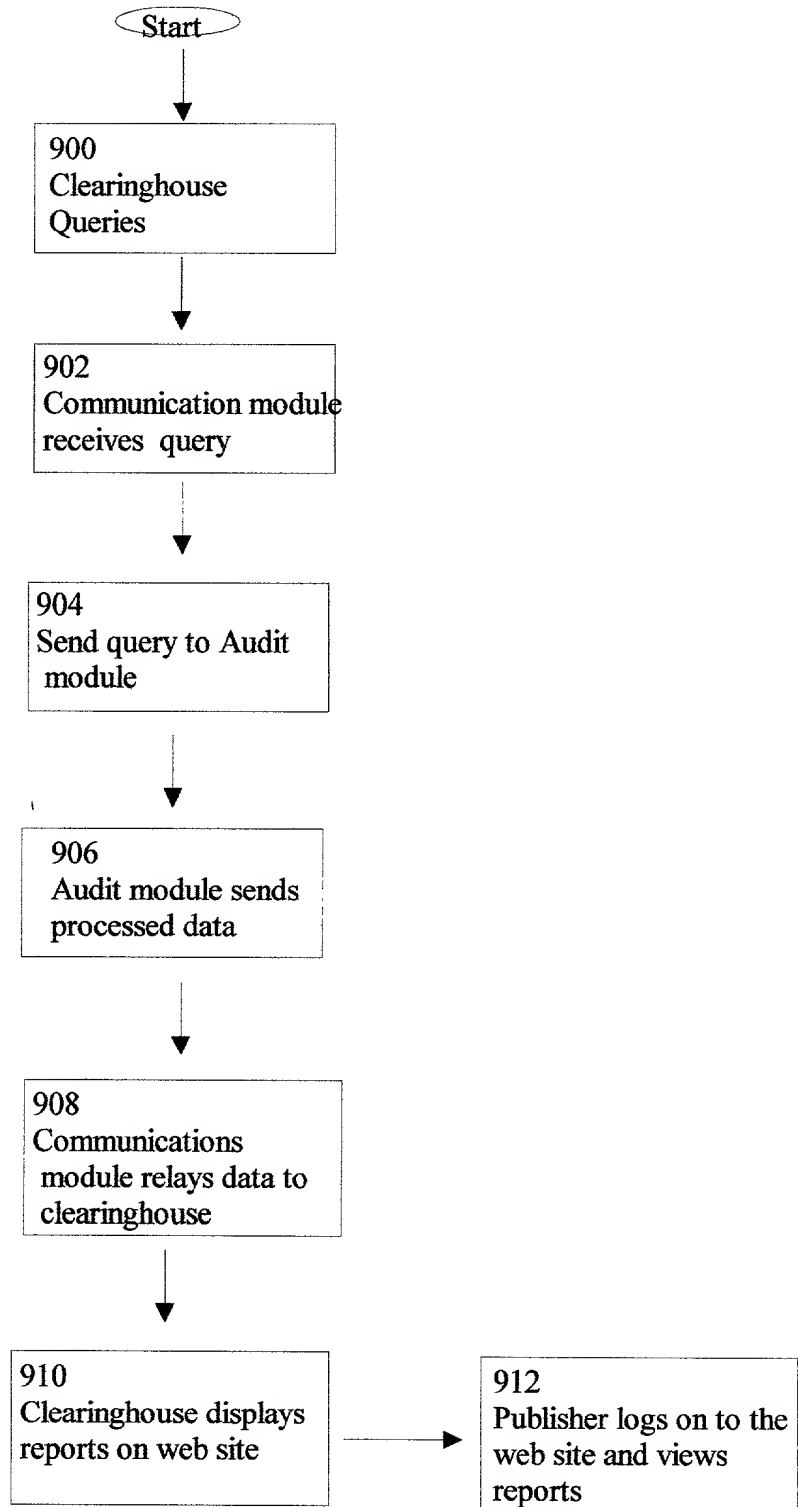
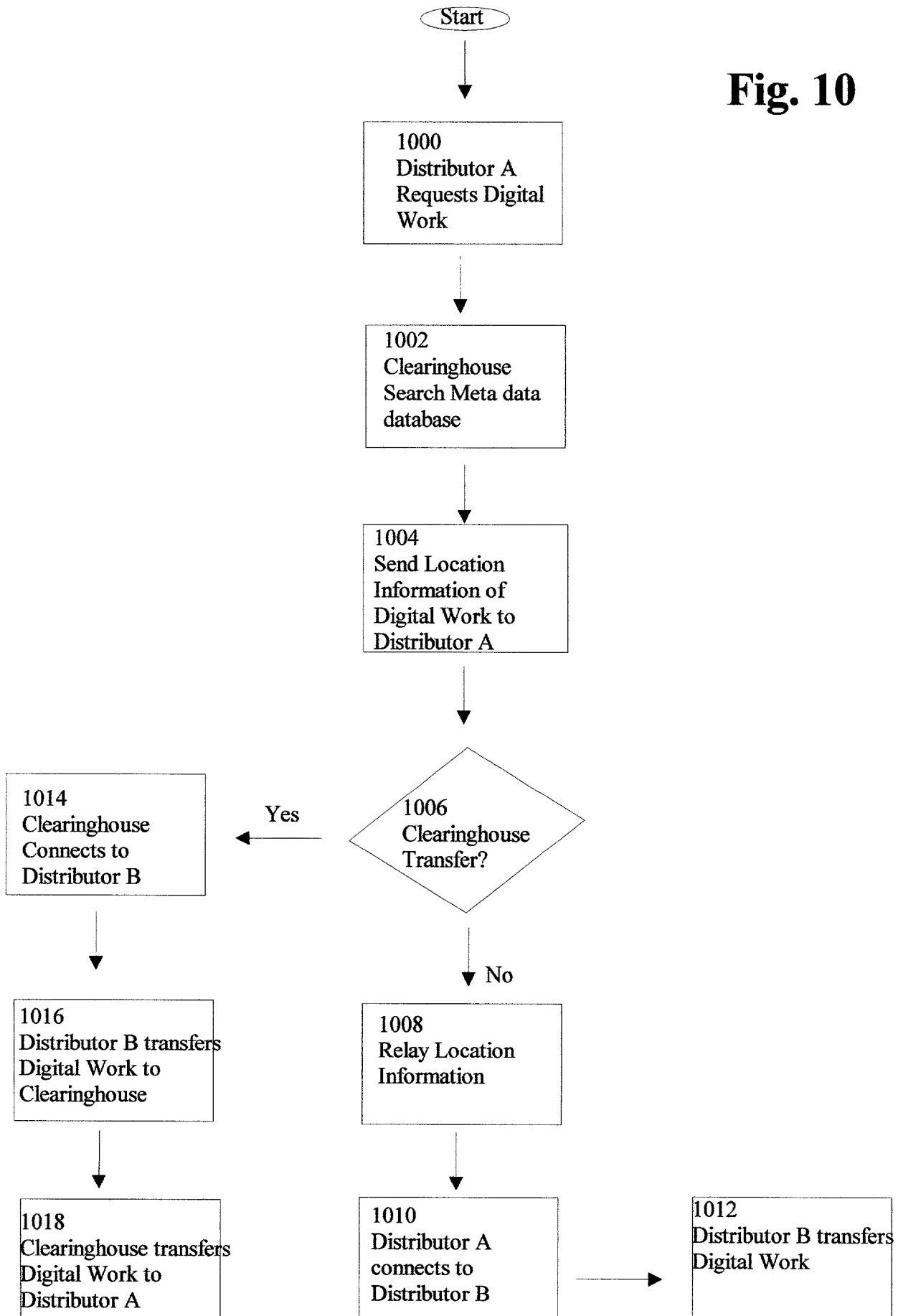


Fig. 9

Fig. 10



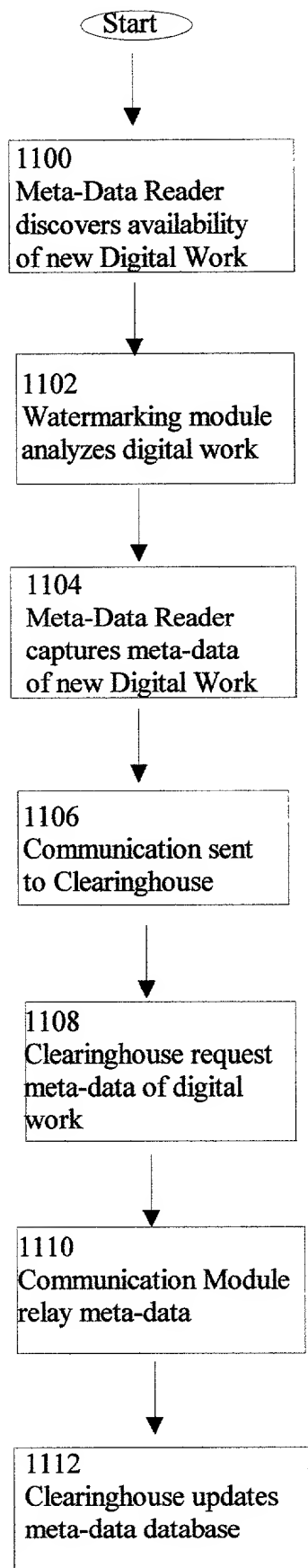


Fig. 11

1200 Clearinghouse gets Advertisement time slot information

Start

1200
Clearinghouse gets
Advertisement
time slot information

1202
Clearinghouse collect &
posts Advertisement
Information

1204
Advertiser logs onto to
Clearinghouse web site

1206
Advertiser bids or transacts
for time slots

1208
Clearinghouse communicates
with Advertisement Module

1210
Distributor receives
Advertisement for display

B

1212
Advertisement Module
coordinates with Streaming
module

1214
Streaming module streams
Advertisement

Fig. 12

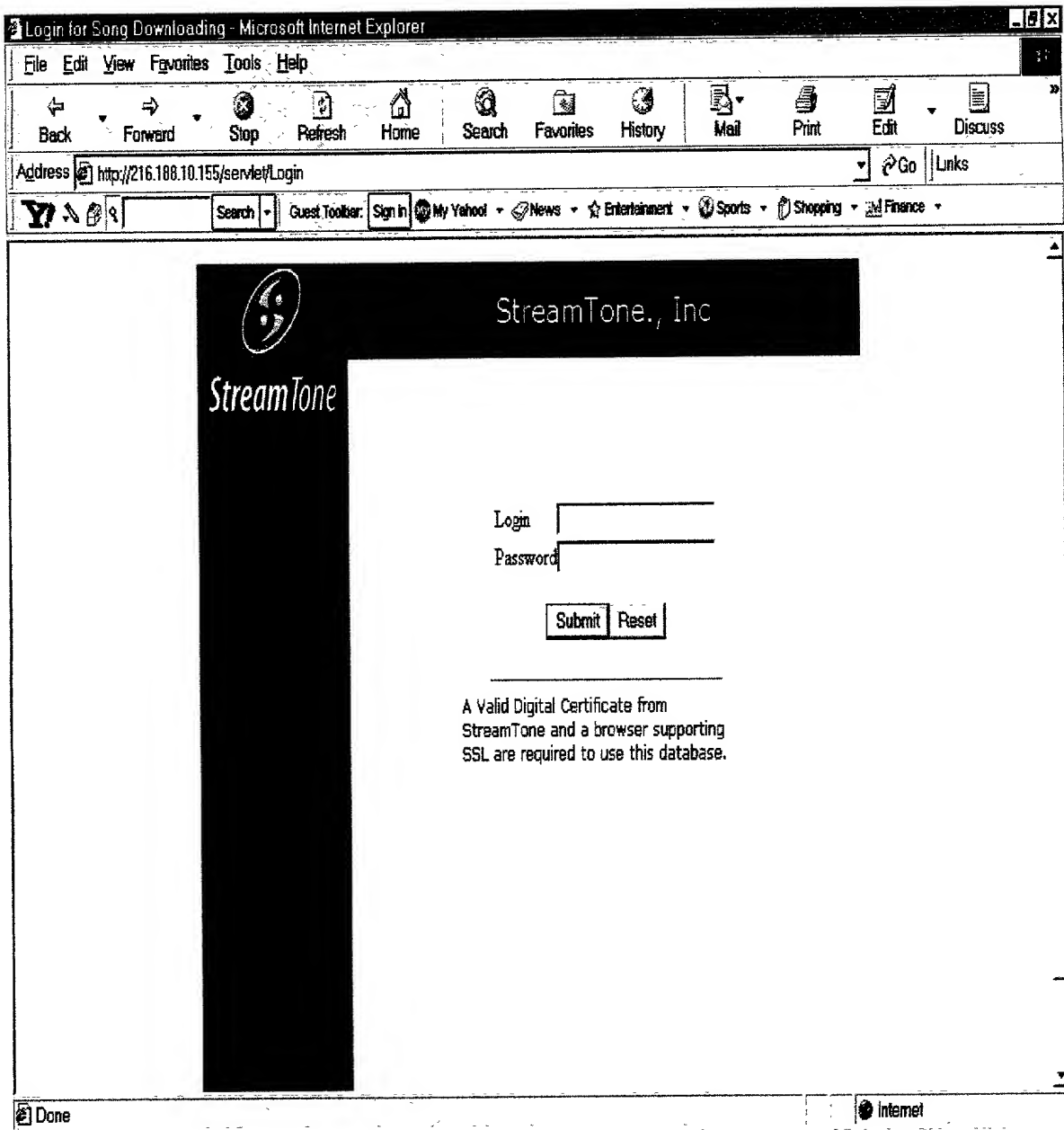


FIG. 13

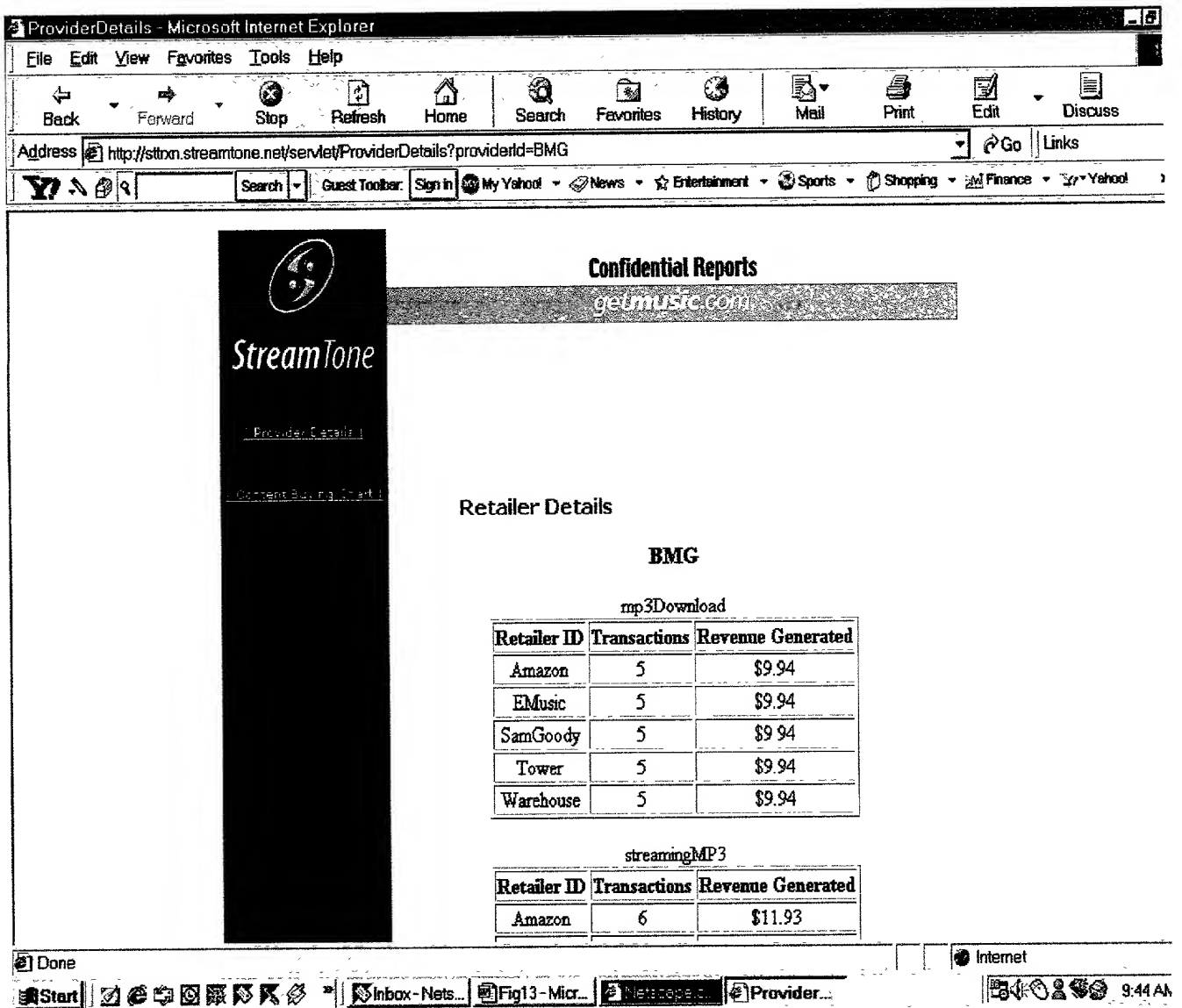


Fig. 14